

## **REMARKS**

### **Amendments**

#### ***Amendments to the Claims***

Claims 1-15, 30-31, and 33-35 are withdrawn.

### **Restriction under 35 U.S.C. § 121**

The Examiner states a restriction is required under 35 U.S.C. § 121 because claims 1-15, 30-31, and 33-35 are drawn to a removable module that contains a hard drive and tuner that is used at an on-site media site and claims 16 and 18-29 are drawn to formatting and broadcasting a media signal to a media device and remotely controlling display [of] an advertisement (from a content provider) at the media device.

Applicant elects claims 16 and 18-29 with traverse. The Examiner must examine all claims if “search and examination of all the claims in an application can be made without serious burden” (MPEP 803). Applicant respectfully submits that the Examiner has examined both sets of claims in numerous issued Office Actions (mailed May 7, 2004; June 16, 2005; January 26, 2006). In these Office Actions, the Examiner did not give any indication that the examination of both sets of claims presented any serious burden. Furthermore, the Examiner has explicitly grouped claims 1-15, 30-31, 33-35 and 16, 18-29 as being one invention in the Restriction Requirement mailed February 25, 2005. Therefore, because the Examiner has examined both sets of claim on previous occasions and previously grouped the claims as one invention, Applicant respectfully requests the Examiner to reinstate claims 1-15, 30-31, and 33-35 in the present application.

## **SUMMARY**

Claims 1-31 are currently pending. In view of the foregoing amendments and remarks, Applicant respectfully submits that the pending claims

If the Examiner determines the prompt allowance of these claims could be facilitated by a telephone conference, the Examiner is invited to contact Eric Replogle at (408) 720-8300 x258.

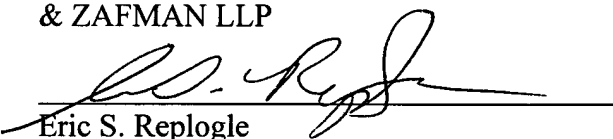
**Deposit Account Authorization**

Authorization is hereby given to charge our Deposit Account No. 02-2666 for any charges that may be due. Furthermore, if an extension is required, then Applicant hereby requests such extension.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR  
& ZAFMAN LLP

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Eric S. Replogle  
Registration No. 52,161

12400 Wilshire Boulevard  
Seventh Floor  
Los Angeles, CA 90025-1026  
(408) 720-8300 x258